

East Hollywood Business Improvement District

BOARD OF GOVERNORS MEETING

Thursday, July 19, 2012

MINUTES

Attending: Jeff Zarrinnam, chair; Carlson, Koretz, Massachi, Reuveni, Shield, Swanson, Zaman

Staff: Gubler, Shahenian

Guests: Karreno Charchoglyan, JP Morgan Chase; Dora Chavez-Green, JP Morgan Chase; Jennifer Levins, Temple Keneset Israel; Michael Milauskus; Sharyn Romano, HBT/LA

I) Call to Order

Zarrinnam called the meeting to order at 3:15 p.m. The group members made self-introductions.

II) Public Comments

Zarrinnam called for public comments. There were none.

III) Approval of Minutes

Motion by Massachi, Seconded by Shield to approve the May 15, 2012 and June 13, 2012 Board Minutes.

Motion carried.

IV) Cleaning Contract Update

Romano provided the Board with an update of cleaning services in the BID for the month of June.

She noted that 32 trees would be planted on July 20th. She invited the Board to take a photo of the final trees as they are being planted by the HBT team.

She also notes that HBT has been working with JP Morgan Chase to develop a financial literacy program for 18-24 year olds involved in HBT work.

V) Creation of East Hollywood BID Website

Mike Milauskus, of Jet Set Art Design provided the group with an overview of services to be provided during the creation of the BID website.

He noted that depending on the complexity of the site, creation of a BID Website would range from \$1500- \$3000.

The group discussed the need to easily coordinate social media usage along with the website. Charchoglyan volunteered to create the BID's social media pages. Charchoglyan, Zaman, Zarriannam and Shahenian will make up the BID's website/social media committee and work with Milauskus on design and content needs for the new Site.

VI) Reports from Public Agencies

There were none.

VII) Los Feliz BID/ Vermont Triangle Maintenance Discussion

Koretz noted that the BID's Vermont Triangle Subcommittee met with HBT to discuss costs associated with potential cleaning and maintenance services for the Vermont Triangle. She noted that maintenance of the Triangle would cost approximately \$14,000 per year. Koretz stated that the Kaiser would be working with the Los Feliz BID and will solely fund the clean-up of the triangle for 6 months. She stated that Kaiser would also be working with PATH to conduct targeted outreach to the homeless in the Triangle's vicinity.

VIII) Next Meeting

The next meeting was set for Wednesday, September 12th, at 3:30 p.m at LA City College.

There being no further business, the meeting was adjourned at 4:42 pm.

Respectfully Submitted,

Nicole Shahenian
Executive Director